

B.S. IN BUSINESS ADMINISTRATION WITH A CONCENTRATION IN MARKETING

Code	Title	Credits
Major Requirements/Business (42 credits)		
BA-251	Principles of Financial Accounting	3
BA-252	Principles of Managerial Accounting	3
BE-201	Microeconomics	3
<i>(BE-201 or BE-202 satisfies Social Science Survey (SS.SV) in General Education)</i>		
BE-202	Macroeconomics	3
BF-301	Principles of Finance	3
BL-201	Legal Environment of Business I	3
BK-250	Principles of Marketing	3
BM-250	Principles of Management and Organizational Behavior	3
BM-311	Management Information Systems	3
BE-251	Business Statistics	3
BE/BF-304	Money, Credit, and Financial Institutions	3
BM-327	Ethics, Diversity, and Social Responsibility	3
BM-350	Operations Management	3
BM-490	Strategic Management	3
Concentration Requirements/Marketing (21 credits)		
BK-401	Marketing Research	3
BK-404	Consumer Behavior	3
BK-411	Principles of Advertising	3
BK-453	International Marketing	3
BK-459	Managerial Marketing	3
Select 6 credits in Marketing (BK) at the 300-level or higher		6
Interdisciplinary Requirements (15 credits)		
MA-117	Quantitative Analysis for Business I <i>(Satisfies Mathematics in General Education)</i>	3
IT-150	Information Technology for Business <i>(Satisfies Technological Literacy (TL) in General Education)</i>	3
CO-225	Business and Professional Communication <i>(Satisfies Reasoned Oral Discourse (RD) in General Education)</i>	3
HS-310	Business and Economic Development of the United States	3
Select one of the following: <i>(Satisfies Social Science Survey (SS.SV) in General Education)</i>		3
AN-103	Cultural Anthropology	
PS-101	Introduction to Political Science: Power and Globalization	
PS-103	American National Government	
SO-101	Introduction to Sociology	

PY-103	Introduction to Psychology	
Free Electives (12 credits) ¹		
Complete up to 12 credits of free electives. ¹		12
General Education Requirements (30 credits) ²		
Complete 30 credits as outlined on the General Education table. ²		30
Total Credits		120

¹ Please consult with your advisor regarding the required number of free electives that must be completed.

² The General Education curriculum requires the completion of 45 credits. However, students may be able to share credits from within their major or interdisciplinary requirements. Please consult with your advisor to determine which General Education (<http://catalog.monmouth.edu/undergraduate-catalog/academic-programs-support-services-regulations/general-education-requirements>) courses must be completed.

Notes

- 54 credits must be completed at the 200 level or higher.
- Business majors are required to complete at least 50% of their major and concentration requirements at Monmouth University.

Sequence Chart

First Year		
Fall	Credits Spring	Credits
EN-101 College Composition I	3 EN-102 College Composition II	3
IT-150 Information Technology for Business (Gen*Ed Technological Literacy (TL))	3 MA-117 Quantitative Analysis for Business I	3
Gen*Ed Historical Perspectives (HS.SV)	3 Select one from: AN-103, SO-101, PY-103, PS-101, PS-103 (Gen*Ed Social Science Survey (SS.SV))	3
Gen*Ed Natural Science (NS) BY,CE,PH,SC,GL	3 Gen*Ed Aesthetics (AT) AR,DA,MU,TH	3
FO-xxx Gen*Ed World Language	3 Gen*Ed Natural Science (NS) BY,CE,PH,SC,GL	3
Semester Credits	15 Semester Credits	15
Second Year		
Fall	Credits Spring	Credits
BA-251 Principles of Financial Accounting	3 CO-225 Business and Professional Communication (Gen*Ed Reasoned Oral Discourse (RD))	3
BK-250 Principles of Marketing	3 HS-310 Business and Economic Development of the United States	3
BE-201 Microeconomics (Gen*Ed Social Science Survey (SS.SV))	3 BA-252 Principles of Managerial Accounting	3
BM-250 Principles of Management and Organizational Behavior	3 BL-201 Legal Environment of Business I	3
EN-2xx Gen*Ed Literature (LIT)	3 BE-202 Macroeconomics	3
Semester Credits	15 Semester Credits	15
Third Year		
Fall	Credits Spring	Credits
BK-401 Marketing Research	3 BM-350 Operations Management	3
BK-411 Principles of Advertising	3 BK-404 Consumer Behavior	3
BF-301 Principles of Finance	3 BF-304 Money, Credit, and Financial Institutions or BE 304	3
BE-251 Business Statistics	3 Gen*Ed Cultural Diversity (CD) or Global Understanding (GU)	3

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BM-311 Management Information Systems	3 Free Elective	3
Semester Credits	15 Semester Credits	15
Fourth Year		
Fall	Credits Spring	Credits
BM-327 Ethics, Diversity, and Social Responsibility (Gen*Ed Writing Intensive (WT))	3 BK-459 Managerial Marketing	3
BK-453 International Marketing (Gen*Ed Writing Intensive (WT))	3 BM-490 Strategic Management	3
BK-300+ Marketing Elective	6 PR-4xx Gen*Ed Interdisciplinary Perspectives (ISP)	3
Free Elective	3 Free Electives	6
Semester Credits	15 Semester Credits	15
Total Credits 120		